

*AMENDMENTS TO THE CLAIMS*

This listing of claims replaces all prior versions, and listings, of claims in the application.

1. (Currently Amended) A method for conducting an on-line survey in association with presentation of an on-line advertisement by a browser client, the method comprising:

receiving, by an ad server, a request for a block of data comprising computer-readable instructions for ~~displaying~~presenting the on-line advertisement ~~on~~via the browser client; and selectively presenting, in response to the receiving step, an on-line survey solicitation that is separate and distinct from the on-line advertisement via the browser client, the selectively presenting step comprising performing, in any order, the sub-steps of:

accessing information ~~indicative of~~regarding previous presentation by the browser client of the on-line survey solicitation, and

adding, by the ad server to the ~~requested~~ block of data that includes computer-readable instructions for presenting the on-line advertisement on the browser client, further additional computer-readable instructions, within the block of data comprising computer-readable instructions for presenting the on-line advertisement via the browser client, that and wherein the additional computer-readable instructions facilitate invoking decision-making steps for determining whether to present the on-line survey solicitation via the browser client.

2. (Previously Presented) The method of claim 1 wherein the adding step is performed at least partially based upon the accessing step.

3. (Previously Presented) The method of claim 1, wherein the accessing step comprises receiving cookie data from the browser client indicative of a previous presentation of the on-line survey solicitation .

4. (Previously Presented) The method of claim 3 further comprising analyzing the received cookie data to determine an elapsed time since the previous presentation of the on-line survey solicitation; and

comparing the elapsed time with a time parameter, wherein the adding step is performed if the elapsed time exceeds a time period corresponding to the time parameter.

5. (Previously Presented) The method of claim 1, further comprising sending the block of data, including the added computer-readable instructions, to the browser client over a computer network.

6. (Previously Presented) The method of claim 1, further comprising:  
presenting the on-line survey solicitation thereby soliciting the user to take the on-line survey,  
generating, in association with the presenting step, cookie data to indicate that the on-line survey solicitation was presented by the browser client; and  
sending the generated cookie data over a computer network to the browser client.

7. (Previously Presented) The method of claim 1, further comprising:  
executing the added computer-readable instructions to perform steps of:  
referencing a frequency parameter that influences the frequency of presenting the on-line survey solicitations; and  
determining whether or not to present the on-line survey solicitation via the browser client based, in part, on the frequency parameter.

8. (Previously Presented) The method of claim 7, wherein the on-line survey solicitation is presented as part of a campaign, wherein the frequency parameter has a value that is at least partially a function of an amount of time remaining in the campaign, the method further comprising calculating the value of the frequency parameter according to an algorithm that incorporates the amount of time remaining in the campaign.

9. (Previously Presented) The method of claim 7, wherein the on-line survey solicitation is presented as part of a campaign, wherein the frequency parameter has a value that is at least partially a function of an amount of time remaining in the campaign, the method further comprising determining the value of the frequency parameter by referencing a look-up table that correlates a plurality of possible times remaining in the campaign with corresponding possible frequency values.

10. (Previously Presented) The method of claim 1, further comprising executing the added computer-readable instructions to perform steps of:

generating a random number;

determining whether the random number falls within a set of numbers that correspond to a frequency with which the on-line survey solicitation is presented via browser clients; and presenting the on-line survey solicitation based on the determining step.

11. (Previously Presented) The method of claim 1, further comprising:

presenting the on-line survey solicitation as a pop-up window; and

in response to activation of a link within the pop-up window, sending a web page to the browser client comprising questions regarding a product or service advertised in the on-line advertisement.

12. (Previously Presented) The method of claim 1, further comprising:

presenting the on-line survey solicitation as a pop-up window; and

in response to activation of a link within the pop-up window, sending a web page to the browser client comprising questions regarding a product or service that is not advertised in the on-line advertisement.

13. (Currently Amended) A method for soliciting a user of a computer to take an on-line survey, the computer being linked to a computer network and running a browser program, the method comprising:

receiving, by a server, a request issued by the browser for one or more files comprising an on-line advertisement;

accessing, in response to the receiving step, cookie data for the browser regarding previous presentation by the browser of an on-line survey solicitation that is separate and distinct from the on-line advertisement;

selectively modifying, based on the cookie data, the one or more requested files to include additional computer-readable instructions so that at least one of the files includes a reference to computer-readable instructions for deciding whether or not to present the on-line survey solicitation via the browser; and

sending the one or more requested files to the browser over the computer network.

14. (Original) A computer-readable medium having stored thereon computer-readable instructions for performing the method of claim 13.

15. (Previously Presented) The method of claim 13, wherein the one or more requested files comprise computer-readable instructions for displaying the on-line advertisement, and wherein the selective modifying step further comprises inserting script readable by the browser into the one or more files, the script including instructions for calling a routine that decides whether or not to solicit the user to take the on-line survey based on a frequency parameter, the frequency parameter being indicative of a probability that, in response to the selectively modifying step, the on-line survey solicitation will be submitted for presentation by the browser.

16. (Original) The method of claim 15, further comprising:

sending further script to the browser comprising instructions for displaying a pop-up window that, when clicked on by the user, causes the browser to download a web page that includes the on-line survey.

17. (Currently Amended) A system for conducting an on-line survey, the system comprising:

a client computer for interacting with a user;  
a web server in communication with the client computer;  
a survey logic server in communication with the client computer; and  
computer-readable instructions for:

requesting a web page to be sent from the web server to the client computer, the web page including a reference to an on-line advertisement to be presented on the client computer;

requesting the on-line advertisement for presentation on the client computer; and  
sending an on-line survey solicitation associated with yet separate and distinct from the on-line advertisement from the survey logic server to the client computer based at least in part on a stored value on the client computer indicative of a previous presentation of the on-line survey solicitation on the client computer.

18. (Previously Presented) The system of claim 17, wherein the sending step comprises analyzing cookie data of the client computer indicative of how recently the on-line survey solicitation was previously executed upon the client computer.

19. (Original) The system of claim 17, wherein the survey logic server is in communication with the client computer by way of the web server.

20. (Previously Presented) The system of claim 18, wherein the sending step comprises: based on the cookie data, attaching script to the on-line advertisement, the script being executable by the client computer to call a routine that compares a random number to a set of values based on a frequency parameter to determine whether to send the on-line survey solicitation to the client computer; and further comprising computer executable instructions for sending the on-line advertisement and the script to the client computer.

21. (Previously Presented) The system of claim 18, wherein the sending step comprises: based on the cookie data, attaching script to the on-line advertisement, the script being executable by the client computer to call a routine at the survey logic computer that compares a random number to a set of values based on a frequency parameter to determine whether to send the on-line survey solicitation to the client computer.

22. (Previously Presented) The system of claim 21, wherein the on-line survey solicitation is presented as part of a campaign, and wherein a value of the frequency parameter is at least partially a function of elapsed time in the campaign.

23. (Previously Presented) The system of claim 22, wherein the frequency parameter is performed according to an algorithm.

24. (Previously Presented) The system of claim 22, wherein the frequency parameter is determined by referencing a look-up table.

25. (Original) The system of claim 17, further comprising an ad server for maintaining data for displaying the on-line advertisement.

26. (Previously Presented) The system of claim 25, wherein the ad server adds first computer-readable instructions, for invoking a decision routine, to the advertisement data when consideration is to be given to sending the on-line survey solicitation to the computer.

27. (Previously Presented) The system of claim 26, wherein the survey logic server provides the first computer readable instructions to the ad server.